

Quality Starts at the Plantation

One of the most important objectives of this organization is to assist the grower of Colombian Coffees in the production of highest possible quality. This involves close attention to every detail, starting with the coffee seeds and continuing on through the many steps incident to scientific cultivation and preparation.

Both growers and roasters and the trade as a whole gain because of this program. The sale of a greater percentage of quality coffee means increased coffee consumption, better profits and a more prosperous and stable industry.

**BETTER QUALITY
BRINGS INCREASED
COFFEE CONSUMPTION**

**National Federation of Coffee Growers
of Colombia**

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